

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Miles King,  
Deborah Ross  
 being/on behalf of: \_\_\_\_\_,  
 a legally qualified candidate of the Democratic  
U.S. Senate  
 political party for the office of: \_\_\_\_\_  
 in the General  
 election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Deborah Ross for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jeff Leiter

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

8/9/16

Date

Signature

***To Be Signed By Station Representative***

☐ Accepted

☒ Accepted in Part

☐ Rejected

Signature

Bon Henslee  
Printed Name

GSM  
Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Deborah Ross for Senate

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Jonathon Bray

printed name

8/18

date



# Buy Detail Report

Revision #:

Date: 10/13/2016

5:46 PM

Client: AL Media  
 Media: TV  
 Product: Deborah Ross  
 Market: Greenville/New Bern/Wash  
 Primary Demo: Adults 35+  
 Separation between spots: 0  
 Estimate: 5363  
 Description: Deborah Ross for Senate TV 10/17 to 10/23  
 Flight Start Date: 10/17/2016 03:00 AM  
 Flight End Date: 10/23/2016 02:59 AM  
 Buyer: Barb Obrzut

Estimate Comments: SCHEDULE RUNS MON 10/17 THRU SUN 10/23

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/17	Total Spots	Adults 35+ Rtg/CPP
<b>WITN-TV</b>							
MTuWThF 6:00a-7:00a WITN NWS-SNRSE	EM	\$435.00	\$369.75	30	5	5	6.2 \$70.16 \$59.64
MTuWThF 7:00a-9:00a TODAY SHW	EM	\$285.00	\$242.25	30	10	10	5.3 \$53.77 \$45.71
Su 8:00a-9:00a WITN-SNRS SUBA	EM	\$180.00	\$153.00	30	2	2	3.4 \$52.94 \$45.00
MTuWThF 9:00a-11:00a TODAY SHW2-NBC	D	\$90.00	\$76.50	30	4	4	3.8 \$23.68 \$20.13
MTuWThF 11:00a-12:00p RACHAEL RAY	D	\$60.00	\$51.00	30	5	5	1.2 \$50.00 \$42.50
MTuWThF 12:00p-12:30p WITN NEWS-NOON	D	\$95.00	\$80.75	30	5	5	2.5 \$38.00 \$32.30
MTuWThF 12:30p-1:00p JEOPARDY	D	\$70.00	\$59.50	30	5	5	1.6 \$43.75 \$37.19

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<b>WITN-TV</b>							
MTuWThF 1:00p-2:00p DAYS-OUR LIVES	D	\$75.00	\$63.75	30	5	5	1.8 \$41.67 \$35.42
MTuWThF 4:00p-5:00p ELLEN	EF	\$115.00	\$97.75	30	5	5	2.0 \$57.50 \$48.88
MTuWThF 5:00p-5:30p WITN NEWS AT 5	EN	\$180.00	\$153.00	30	5	5	4.0 \$45.00 \$38.25
MTuWThF 5:30p-6:00p WITN NEWS-5:30	EN	\$260.00	\$221.00	30	5	5	5.3 \$49.06 \$41.70
MTuWThF 6:00p-6:30p WITN NEWS AT 6	EN	\$515.00	\$437.75	30	5	5	8.9 \$57.87 \$48.19
MTuWThF 7:00p-7:30p WHEEL-FORTNE	PA	\$510.00	\$433.50	30	5	5	10.6 \$48.11 \$40.90
MTuWThF 7:30p-8:00p JEOPARDY	PA	\$515.00	\$437.75	30	5	5	10.4 \$49.52 \$42.09
M 8:00p-10:00p VOICE-MBC	PT	\$1,335.00	\$1,134.75	30	1	1	7.2 \$185.42

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WITN-TV

M 10:00p-11:00p TIMELESS	PT	\$425.00	\$361.25	30	1	3.5	\$121.43
W 8:00p-9:00p BLINDSPOT	PT	\$675.00	\$573.75	30	1	4.2	\$160.71
Th 9:00p-10:00p CHICAGO MED	PT	\$540.00	\$459.00	30	1	4.9	\$110.20
Su 8:00p-11:30p SUNDAY NIGHT FOOTBALL	PT	\$1,385.00	\$1,177.25	30	1	6.5	\$213.08
MTuWThF 11:00p-11:35p WITN NWS AT 11	LN	\$315.00	\$267.75	30	3	3.1	\$101.61
Th 10:00p-11:00p BLACKLIST	PT	\$750.00	\$637.50	30	1	4.7	\$159.57

Total Spots: 80  
 Total GRP/GIMP(MI): 387.8  
 Total CPP/CPM: \$52.11

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Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/17	Total Spots	Adults 35+ Rtg/CPP
WITN-TV		Total Cost:	\$23,775.00	\$20,208.75		80	